

CLAIMS

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1. Image forming apparatus comprising:  
an interface for receiving image data;  
a memory for storing the additional images;  
a text area discriminating unit for discriminating text  
areas based on image data received at said interface;  
an image synthesizing unit for synthesizing additional  
images stored in said memory into the text areas  
10 discriminated by said text area discriminating unit; and  
a printer engine for forming the synthesized images  
synthesized by said image synthesizing unit.
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2. Image forming apparatus according to the claim 1,  
wherein said text discriminating unit discriminates text  
areas based on cyclicities of density distributions of  
images.
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3. Image forming apparatus according to the claim 1,  
wherein said text discriminating unit discriminates text  
areas based on a number of pixels having densities higher  
than a predetermined value.
4. Image forming apparatus according to the claim 1,

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further comprising a color discriminating unit for discriminating text colors in text areas,

wherein said image synthesizing unit synthesizes additional images with colors different from the color  
5 discriminated by said color discriminating unit.

5. Image forming apparatus according to the claim 1, further comprising a scanner,

wherein said interface receives image data that are  
10 obtained by said scanner.

6. Image forming apparatus according to the claim 1, wherein said additional images are used for advertisement.

15 7. Image forming apparatus comprising:

an interface for receiving image data;

a memory for storing additional images;

an area discriminating unit for discriminating non-text areas based on image data received at said interface;

20 an image synthesizing unit for synthesizing additional images stored in said memory into areas except for the non-text areas discriminated by said area discriminating unit; and

a printer engine for forming the synthesized images

synthesized by said image synthesizing unit.

8. Image forming apparatus according to the claim 7,  
wherein said non-text areas include vacant areas, photograph  
5 areas, and graphic areas.

9. Image forming apparatus according to the claim 7,  
further comprising a scanner,  
wherein said interface receives image data that are  
10 obtained by said scanner.